

# A New Approach to the Role and Effects of Modern Art on Graphics

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**Abstract**— Graphics is from Greek word which means something being and associated with drawing and designing. Another definition of graphics is any work and or method of drawing an image of something. Therefore, it involves all phenomena which are created as a form of symbol, sign, drawing, design, drawing from something and especially linear design of a phenomenon. Graphic arts are including drawing, designing stereotype and gravure for publication and graphic design. Graphic industries are including all techniques and activities which playing a role in producing publication work. Graphic design is the process or art of visual communication which synthesizes from mixing of images, words and ideas to deliver some information to spectator and to make a special effect on spectator. A graphic designer is a professional within the graphic arts and graphic industries such as graphic design.

**Index Terms**— Graphic Design, Modern Art, Graphics, Artist, Color, Graphic Arts, Graphic Industries

## 1 INTRODUCTION

Graphic art began since human decided to array a visual message and used from materials which believed those had specified and relatively constant meaning for other humans. Graphic art continually keeps moving in the same manner with progresses and changes. Hundreds of art paintings at Chauvet cave designed thirty thousand years B.C., art paintings at Lascaux cave (fourteen thousand years B.C.), and art paintings of hunters at Bhimbetka cave, India (seven thousand years B.C.) and many other cave images at other parts of the world, all are major signs in history of graphic art and its associated disciplines [1-8].

Piet Mondrian, a Dutch painter, was bravely simplified design and composition of painting and had used blue, yellow, red, black and white crude colors in his paintings during 1920-21 [9, 10].

His experiences in this field opened new ways in front of graphic artists. By combining red, blue and yellow colors, Mondrian was shown that any little change in displacing color surfaces and their proportionality can totally change the potential feeling of a panel [11, 13, 14, and 17]. This is the message of modern graphic. He reduced compositions to achieve the most simplified and chip harmonic composition [11-21].

Animation was emerged before invention of cinema and cinematography. Today, beautiful animations are introduced into computer world by mathematical models [22-33].

Computer graphics attributes to all phenomena which visually communicate with users [34].

The communicative role of graphics in computers is possibly more important than written concepts and voice files in computers [35, 36].

By progressing computer graphics technology, it is possible to make 3D animated designs. These types of graphics are in initial steps from art points of view [37-43].

It may be said that William Morris is the father of modern graphics because his Kelmscott Press was produced many very important graphic designs and made an important market among rich people for graphic works at the middle of nineteenth century. He was met painters such as Sir Edward Burn - Jones and Dante Gabriel Rossetti at Oxford and they found Pre-Raphaelite group [44-59].

Examples of poster in seventeen century at Europe are posters of theaters, declarations of recruitment for king army and business advertising of East Indian Company at 1670 [60-67]. In eighteen century, huge posters of bullfighting at corrida de toros in Seville, Spain, at 1761 [68-73]. However, progress in publishing techniques, especially invention of lithography technique at 1796 by German Alois Senefelder, led to a large revolution in art of poster [74-79]. These techniques allowed producing high number of posters with low cost [80]. Particularly, chromolithography which allows multi-color prints of poster in high number led to develop of graphics art in poster [81-85].

## 2 RESULTS AND DISCUSSION

What is the goal of art? How affects us? And how it should be communicated with the world? These questions were firstly represented by Greeks and their answers are sufficiently effective until now. They said that art is education along with enjoying and its process involves imitating from well-known phenomena of the world and idealizing those phenomena. However, the results of investigation about stranger and primitive arts confirm other principles and particularly negate imitation concept in various degrees. For instance, it is observed that an African statue has been frequently praised for exceptional alteration of its natural model, quality of expressiveness and paces of its forms; communication ability of figures and colors. With or without imitation from natural phenomena, it expresses that all humans are common in a hidden understood, invisible, primitive and inherently poetic language; a

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language that will show its higher ability compared to the present conversation of humans, and painting art benefits from it deeper than past. Today, use of painting for describing and narrating cannot reflect its ability in sensational communication. Photography and cinema can more efficiently describe and narrate a phenomenon than painting.

Our imagery - imagery of artists - about who are artists and what they do and what can be expected from them is a long history as history of art. Ernst Gombrich was studied this issue in his art history book comprehensively but with brevity and investigated the (revolutions of) art in transforming media of thoughts and applications.

Further, he ended each chapter with an image indicating the consideration of under studied period about artist and its product. Now, which image can be selected as representative of artist in twenty century? An image of Marcel Duchamp collecting detailed and pseudo-applicable notes about large glass or playing chess; an image of Laszlo Moholy-Nagy in his one piece uniform calling and ordering to sign-writer who perform his painting work; an image of Andy Warhol with his dark glass within interested persons who are his co-workers and form his "factory".

The most powerful effect of each color when it is unexpected or extremist. Photos of flowers in garden are very lovely but are not necessarily interesting. Nowadays, we are generally confined by various types of colorful media so that we are only able to visually accept something which is willing to do that by color and through methods that were completely unachievable in past years. Play with color, search it. Don't forgotten that color does not means "color". Color can be a very slight white typography and it doesn't means that red "or any warm color" can make mare artistic expression.

For a person who works with color, classic color wheel is an important tool for dynamic understanding (being alive and moving) of color combinations. Knowing terminology of colors helps artist to understand nuance (details) of colors and their slight differences.

After drawing attention of customers, its packing and visual condition should be expressed the value of product. For example, if the price of a product is higher than its similar competitor in the market, the color must induct its luxury condition and or when goods are comparatively priced, suitable color can makes stronger effect on customers' mind than similar product. While thousands of products are placed on floors of stores and millions of dollars are considered as reward for customers, intelligently use of color can break maximum selling rate. For appropriate effectiveness on marketing, color of packing should satisfy feeling of achieving to dreams or explain the need that will be targeted by the product. For example, a product aiming to induct sweet taste or odor should be represented by pink, low violet, peachy or creamy colors.

Thousands of valuable filters can be installed on other software which is able to change a usual image to an amazing visual image. Experience this software and learn your software. Popularity of fantastic digital tools in graphic design encourage you to experience images and make effects which are not never seems achievable when clicking on these buttons. There are various filters of special effects which can be

installed on image editing software and can change usual images to amazing ones. For instance, add colorful accessories to usual images. Change the color of a usual image to an unusual and unreal color. Make an advocating photo or color. Experience intra-layer conditions with different compositions. Make the negative of the photo.

In past, graphic designer has been worried about a type of color "CMYK". Currently, we manipulate our images by computer and upload it on website, print it by an ink printer and finally publish it by offset machine with high resolution. We must recognizing color varieties, knowing which model is for selecting final result and being in this way for more recognition during working processes.

Eye, like any other organ of the body, is of limited physiologic capacity and get tired after a certain time of activity.

However, as we said earlier, physiologic forces are tending to balance so that maintained by inherently stable regimes. Goethe said that: "any certain color implied a certain hit to eye and encourage the body to show a reaction". After each tough work in eyes and after each devastation of certain photochemical agents in retina which makes it insensitive to some colors, an active tendency presents for reconstruction of initial order, full sensitivity and physiological balance.

### 3 CONCLUSION

We live in the center of a wave of light. We create unified sets and empirical figures, called objective images, from this rotary turbulence. Seeing image and involving in the process of its organizing is a creative science.

There is a certain common base among the simplest form of aligning to most complicated visual oneness of art energy: succession of sensational organizations of field of view and their organizing. Each experience of a visual image, independent of what is "seeing" by person, is an organizer science and active process toward integrity and a "visual" experience. Therefore, the term "visual" is used here to show the quality of configuration; i.e., visualizing sensational deductions as a unique and alive totality. Experiencing a visual image is a type of evolution through a process of organizing. Visual image is of all characteristics of an alive organism and hence, it is emerged as a result of reaction forces acting in their related fields and are based on these fields; it is of an alive and spatial uniqueness: i.e., it is a totality which its act has not determined by its single parts, but these single parts are conditioned by general inherent nature. Therefore, it is a closed regime which reach to its active oneness through various levels of its integrity; balance, weight and coordination.

Experience of each image is a result of some actions and reactions between objective and external and internal forces of person since external forces of person transform, order and form in accordance with internal forces. External forces are lighting resources which bombarding the eyes and making some change on retina. Internal forces form the active tendency of person toward treating the balance after each external interference and in this regard, the order of his/her regime maintains at relatively stable condition.

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